

Smith Travel Report – November 2009

Figures represent the percent change as compared to November 2008. Year to Date (YTD)
represents the change as compared to the first 11 months of 2008.

Statewide

Occupancy:	(-)0.4%	YTD: (-)2.9%
Supply:	+1.0%	YTD: +0.5%
Demand:	+0.6%	YTD: (-)2.4%
RevPar:	(-)1.6%	YTD: (-)6.9%

Western Lakes & Rivers Region:

Occupancy:	+1.9%	YTD: +7.4%
Supply:	0.0%	YTD: (-)4.7%
Demand:	+1.9%	YTD: +2.3%
RevPar:	(-)0.8%	YTD: +8.7%

Bluegrass, Blues and Barbecue Region:

Occupancy:	+1.4%	YTD: +8.0%
Supply:	+4.3%	YTD: (-)6.0%
Demand:	+5.8%	YTD: +1.5%
RevPar:	+0.2%	YTD: +8.4%

Cave Region:

Occupancy:	(-)0.8%	YTD: (-)2.5%
Supply:	(-)2.2%	YTD: (-)1.3%
Demand:	(-)3.0%	YTD: (-)3.8%
RevPar:	(-)0.7%	YTD: (-)4.9%

Derby Region:

Occupancy:	+2.5%	YTD: (-)4.0%
Supply:	(-)1.4%	YTD: +1.1%
Demand:	+1.0%	YTD: (-)2.9%
RevPar:	+4.5%	YTD: (-)10.2%

Southern Lakes Region:

Occupancy:	(-)2.0%	YTD: (-)8.1%
Supply:	+4.1%	YTD: +3.7%
Demand:	+2.0%	YTD: (-)4.7%
RevPar:	(-)2.2%	YTD: (-)7.3%

Northern Kentucky Region:

Occupancy:	(-)5.0%	YTD: (-)11.0%
Supply:	+6.4%	YTD: +4.4%
Demand:	+1.1%	YTD: (-)7.1%
RevPar:	(-)9.7%	YTD: (-)15.4%

Bluegrass Region:

Occupancy:	(-)1.6%	YTD: (-)3.0%
Supply:	+4.1%	YTD: +2.8%
Demand:	+2.5%	YTD: (-)0.3%
RevPar:	(-)6.2%	YTD: (-)7.7%

Kentucky's Appalachian Region:

Occupancy:	(-)3.4%	YTD: (-)0.6%
Supply:	(-)4.0%	YTD: (-)5.2%
Demand:	(-)7.3%	YTD: (-)5.7%
RevPar:	(-)2.3%	YTD: +2.4%

Daniel Boone Country:

Occupancy:	(-)2.9%	YTD: +1.1%
Supply:	(-)1.0%	YTD: (-)1.0%
Demand:	(-)3.9%	YTD: +0.1%
RevPar:	(-)3.4%	YTD: +0.5 %